



# PLANNING COMMISSION

Department of Urban Planning & Design • P.O. Box 27210 • Tucson, AZ 85726-7210

**DATE:** February 7, 2007

**TO:** Planning Commission

**FROM:**   
Albert Elias, AICP  
Executive Secretary

**SUBJECT:** *Alvernon-Broadway Area Plan Amendment, PA-07-03*  
Quebedeaux, Speedway/Holly – Commercial  
Study Session (Ward 6)

**Issue:** This is a request by Michael Marks, on behalf of the of the owners of the Quebedeaux Automobile Dealership (Quebedeaux), to amend the *Alvernon-Broadway Area Plan (A-BAP)* to allow parcels designated for high-density residential use on the Conceptual Land Use Map to be used for commercial purposes and parking. Firmsmark LLC and Hollmark LLC, represented by Thomas Quebedeaux, own several parcels on the south side of Speedway Boulevard, between Holly Avenue and Richey Boulevard. They recently acquired five R-3 zoned parcels south of and adjoining the existing dealership, and are seeking to rezone them to C-2 and P, for a new repair building for a second brand of automotive vehicles, a new car wash building, and a new storage building; and parking for employees, customers and inventory. Because the *A-BAP* supports only residential uses in the expansion area, they need to amend the land use plan in order to proceed with the rezoning.

A copy of the location map is provided as Attachment A. A copy of the zoning and land use map is provided as Attachment B. A copy of a portion of the *A-BAP* Conceptual Land Use Map is provided as Attachment C. A copy of the plan amendment application is provided as Attachment D. Copies of aerial photographs of the site and surrounding areas are provided as Attachments E-1 and E-2. A copy of the zoning map is provided as Attachment F.

**Recommendation:** Staff recommends the Planning Commission set this item for public hearing at the March meeting.

**Applicant's Request:** The applicant wants to revise the *A-BAP* conceptual land use map to support commercial, office and high-density residential uses on the amendment site. Currently, the *A-BAP* supports high-density residential uses on the site. Please see Attachment C, which is a copy of the *A-BAP* Conceptual Land Use Map.

**Background Information, *Alvernon-Broadway Area Plan:*** The *A-BAP* was adopted in February 1995, for an area bounded by Speedway Boulevard on the north, Broadway and 22<sup>nd</sup> Street on the south, Swan Road on the east, and Country Club and Alvernon Way on the west. Development occurred generally from the mid 1940's, near Speedway and Country Club, to the late 1950's, near Speedway and Swan south to 22<sup>nd</sup> and Swan.

The plan area is developed mostly with low-density, single-family residential uses in the interior of neighborhoods and along some of the major streets. Commercial uses, including El Con Mall, and some office and high-density residential development are also located along

February 7, 2007

the major streets. The area southwest of Speedway and Alvernon and southeast of the Quebedeaux dealership consists of large lots, and is primarily zoned for and developed with medium- and high-density residential uses.

Since adoption, the *A-BAP* has been amended twice. An August 1998 amendment allowed the eastward expansion and reconfiguration of commercial uses (a credit union) in an area designated for residential uses, on the east side of Alvernon north of 22<sup>nd</sup> Street (Resolution No. 18096). A September 2000 amendment allowed the northward expansion of commercial uses (a motel) in an area designated for residential uses, on the east side of Alvernon north of Broadway (Resolution No. 18699).

The proposed amendment is similar to the above-mentioned ones in that it involves the expansion of an existing business located on an arterial street into the adjacent residential neighborhood. Two differences are that the previous amendments involved an expansion of C-1 uses into low-density residential areas, while the current proposal is for an expansion of C-2 and P uses into a high-density residential area.

**Policy Direction:** The City of Tucson's *General Plan (GP)* and the *A-BAP* provide policy guidance for proposed land use changes. *GP* policies are long-term, broad-based, and apply to the entire City, whereas *A-BAP* policies are more narrowly focused and apply only in the plan area. Following is a summary of relevant land use plan policy direction. A listing of applicable policies is provided as Attachment G.

The *GP* supports commercial development within the urbanized Tucson area if the scale and intensity of the use will be compatible with adjacent uses, including established residential uses. Expansion of commercial areas into adjoining residential areas is supported if a logical boundary, such as an existing street, can be established; and if adjacent residential properties can be adequately screened and buffered. Conversion of residential structures to nonresidential uses is supported if access can generally be provided from a major street; parking, loading and maneuvering can be provided onsite; cross-access will be provided between adjacent parcels; and the project will stabilize and enhance the transition edge.

The *A-BAP* similarly supports new commercial uses and redevelopment of existing uses if the use can be developed in a manner compatible with existing surrounding uses. The number of vehicular accesses is to be minimized, and traffic from high-intensity uses is to be directed onto major streets and away from adjacent neighborhoods. Noise generating uses are to be located away from adjacent residentially-zoned areas.

**Existing Zoning and Land Use:** The amendment site, which would be consolidated with the C-2 and C-3 zoned Quebedeaux dealership properties to the north and northeast, is bounded by Speedway on the north. North of Speedway are a strip commercial/retail center, some apartments, and several vacant lots. To the southeast, south, southwest and west are apartments, townhomes and condominiums, in R-3 zoning. Further south are single-family residences in R-1 zoning, to the west of Palo Verde, and apartments to the east of Palo Verde.

February 7, 2007

**Public Contact:** Urban Planning and Design staff has had a few phone conversations, attended 2-3 meetings, and received approximately six emails and one letter from Ruth Beeker, President of the Miramonte Neighborhood Association (MNA), regarding this amendment proposal. Holly Altman, another MNA member, attended one of the meetings, as well as staff from the City of Tucson Transportation Department and the Ward 6 office.

MNA concerns include increased traffic flow on Holly Avenue, buffering on the north side of 1<sup>st</sup> Street, employees parking offsite in the neighborhood, noise and odor pollution impacts on adjacent neighbors to west, and environmental concerns. As indicated in the letter, MNA supports the amendment proposal subject to qualifications. A copy of the letter has been provided as Attachment H.

**Conclusion:** As in many locations in the Mid-City, owners of an existing business on a major arterial, in this case a car dealership on Speedway, want to expand the business. Quebedeaux acquired five adjoining residential properties for that purpose. Due in part to longstanding concerns the neighbors have had with car dealerships in the area, including Quebedeaux, the MNA has been very interested in this development proposal.

*GP* policies provide guidance for the conversion of residential structures to nonresidential uses along arterial streets, and the expansion of commercial areas into adjoining residential areas. *A-BAP* policies provide criteria to assess the appropriateness of and guide new commercial development so that adverse impacts on adjacent residential areas are minimized.

Staff recommends that the Planning Commission set this item for public hearing in March. Issues to be evaluated include traffic, noise, lighting, and visual impacts on surrounding areas; delivery of fleet vehicles for sale; test drives in the neighborhood; and being a “good neighbor.” Staff will review this proposal and make a recommendation to the Commission based on *GP* and *A-BAP* policies, information provided by the applicant, input from the MNA, and other relevant information.

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Attachments: A – Location Map  
B – Zoning and Land Use Map  
C – *A-BAP* Conceptual Land Use Map  
D – Plan Amendment Application  
E-1 and E-2 – Aerial Photographs of Site and Surroundings  
F – Zoning Map  
G – Land Use Plan Policies  
H – Letter from Miramonte Neighborhood Associate (January 15, 2007)